Ontario Tourism Marketing Partnership
MARKETING UPDATE
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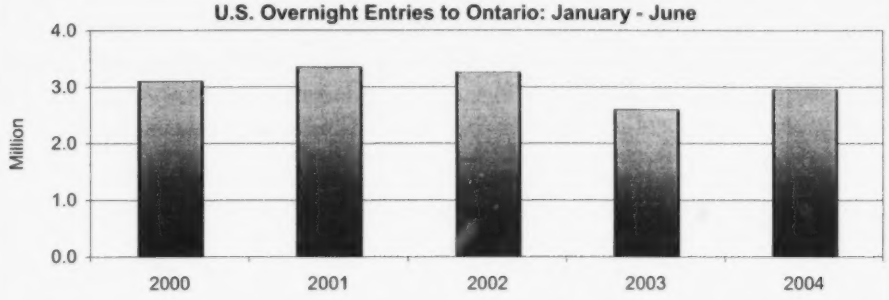
MESSAGE FROM THE PRESIDENT & CEO

In the last few issues I have focussed on how markets, travel intentions and behaviour have been changing and in particular the challenges in attracting U.S. border state visitors back to Ontario. To put matters into perspective, it is useful to look at recent statistics.

The chart below shows there has been significant improvement in U.S. overnight border crossings to Ontario in the first half of 2004. However, border crossings are still well below 2001-2002 levels. A similar pattern is occurring in overseas visitation. Border crossing delays and security checks continue to be a barrier for U.S. travel to Ontario, especially for day trips. Day trips to Ontario have been declining since 2001.

U.S. Overnight Entries to Ontario: January - June



The good news is we have turned the corner in overnight visitation, and it will likely take a couple of years to get back to pre-SARS visitation levels. With the increased funding of the Tourism Revitalization Program, OTMPC is committed to support the tourism industry with aggressive and innovative fall and winter campaigns targeting U.S. border markets.

During Fall 2004, the Ministry of Tourism and Recreation will be working with tourism partners and colleagues across the province to develop detailed action plans for the *Ontario Tourism Strategy*. The development of these plans will help guide the tourism industry through to 2010.

ONTARIO
more to discover

The Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario

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inONTARIO ...Congrats Are Coming In !

"**Just received the premier issue of *inOntario*** and must tell you that I absolutely love it. The format change and good editorial actually make it a coffee table piece. Very well done, and congrats to all concerned. I'm really looking forward to the winter issue."

Liz Conway, Premier Spas

"**Congratulations on the first issue of *inOntario***. I just received it today and it looks great! I know the amount of effort that went into this new product and hats off to everyone involved. I look forward to seeing it develop further in the coming months."

Rob Skelly, City of Sudbury

"**I just opened the envelope containing the first issue** of *inOntario* - WOW!!! You have done an outstanding job. Great visuals, very pleasing layout, appealing features. As the reader card says-YES! I love Ontario. Well done."

Gary Forma, Ontario Parks

CONTACT

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inONTARIO ...Congrats Are Coming In !

In Stores By September 8 !

The primary distribution for ***inOntario*** magazine is via the LCBO retail outlets. Copies will be polybagged with the LCBO Food & Drink magazine, and will be available in stores by September 8. Copies will also be available at:

- Union Station on September 13, 1-800-ONTARIO and **http://www.ontariotravel.net**
- Ontario Travel Centres displays to encourage visitors to call or visit the web site to receive a copy. Upcoming promotional events and seasonal micro sites will support the publication.

Do You Have A New ONTARIO Product ?

inOntario magazine is always looking for wonderful new Ontario product to cover. Tourism industry operators and DMOs, please send your ideas for editorial consideration to Nicole Leaper at nicole.leaper@mtr.gov.on.ca

Tell Us About Your "Ontario Moment" !

Ontario residents and visitors are encouraged to share their Ontario moments with us via our web site **http://www.ontariotravel.net** Each issue of ***inOntario*** magazine will feature a 'REAL' Ontario moment on the back cover from your submissions.

CONTACT

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OTMPC JOINT MARKETING INITIATIVES

Partnership Successes Continue Into Fall !

OTMPC in partnership with Tourism Toronto, Canadian Tourism Commission (CTC) and Niagara Falls Tourism has leveraged the success and investment in a 16-page Toronto/Niagara Falls Summer magazine insert. An 8-page follow up piece will be distributed in the October issues of *Vanity Fair, Vogue, Architectural Digest, Condé Nast Traveler,* and *Gourmet*. The focus of the new insert is to position Toronto and Niagara Falls as a getaway destination with superb dining, great shopping and lots to see and do this Fall/Winter, and to encourage people to book trips now!

As part of the added-value, *Condé Nast's Architectural Digest* magazine is delivering the "Secret Life of Sets: Set Decorators at Work" for viewing at the CN Tower for a 4 month period starting September 8, 2004 to January 2, 2005. The exhibit includes interactive movie sets and behind the scenes art work, photos and film clips from the Academy of Motion Picture Arts and Sciences.

The exhibit is presented with the generous support of *Architectural Digest* and in cooperation with the CN Tower, Ontario Tourism Marketing Partnership and Tourism Toronto.

Impressive Results ... U.S Visitors at the AGO !

OTMPC in partnership with the Art Gallery of Ontario undertook a joint advertising campaign featuring the "Whistler, Turner and Monet: Impressionist Visions" exhibit that started in May, 2004. The campaign included newspaper, magazine and interactive advertising in Ontario, Quebec and the US. Attendance, especially from the US, has contributed to the success of the show. In a peak week, attendance reached 25,000. As many as 7,000 visitors are coming from the U.S (over 25% of the visitors are American which is strikingly higher than the usual pattern for AGO exhibits, which typically draws 15 per cent of its business from the US).

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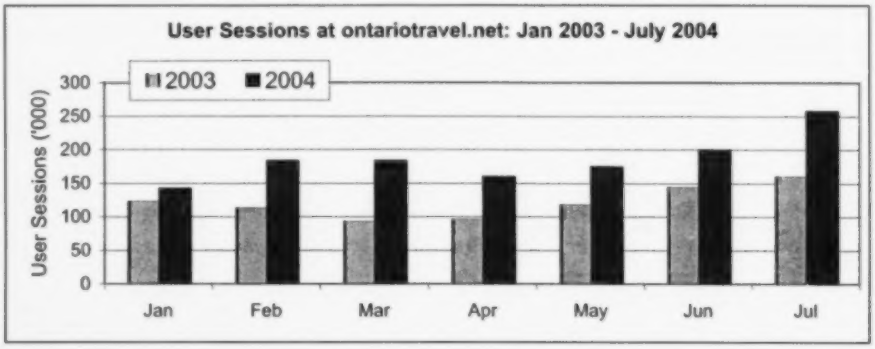
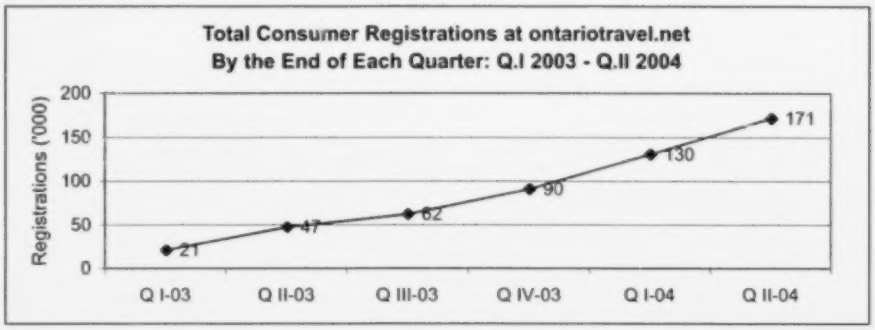
E-MARKETING RESULTS ...AND STILL GROWING !

Over the past year, OTMPC's Tourism Consumer Information System (TCIS) saw significant increases in registrations and user sessions. By July 2004, **174,562 consumers registered at http://www.ontariotravel.net**, compared to 51,739 in July 2003, **an increase of 237%**. The total number of visitors to the site is approximately **1.53 million**. Interactive marketing strategies including seasonal and campaign specific web sites, direct e-mail campaigns and contests have contributed greatly to this success.

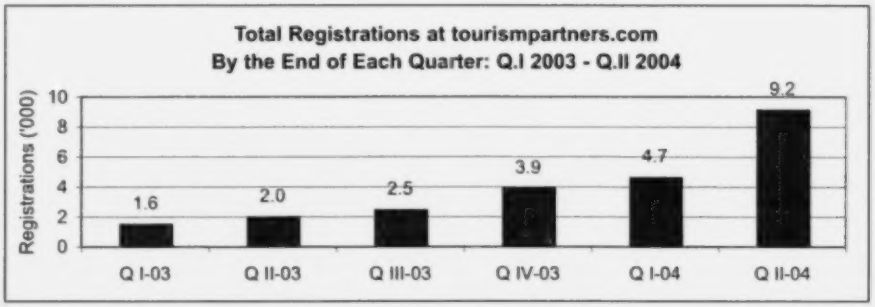
... AN INCREASE OF 61%



... AN INCREASE OF 237%



... AN INCREASE OF 286%



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E-MARKETING RESULTS ...AND STILL GROWING ! (continued)

Look for our Fall Web Site at http://www.ontariotravel.net/fall

The launch of the fall web site is September 8, reflecting our new ***inOntario*** magazine and more value for consumers through additional content and interactive vignettes to bring the fall experience to life. A retail component will also be incorporated as part of the fall site. Also coming soon are vertical sites for fishing in mid- September and snowmobiling at the end of September.

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ONTARIO/QUEBEC MARKETPLACE

OTMPC will partner once again with Tourisme Québec and Air Canada to host the Ontario/Quebec Marketplace 2004 (OQM). This bi-annual show will be held in Gatineau, Quebec from September 25-29, 2004. **The Ontario portion of the show is September 27-29**. Buyers will have an opportunity to experience Ontario during post fam tours. OQM allows Ontario tourism suppliers to meet with tour operators from Europe, Asia and Mexico in pre-scheduled appointments. The show provides an ideal forum for suppliers to meet with existing clients and develop new relationships with operators wishing to expand their Ontario programs. For more information, please visit **http://www.oqm.ca**

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DESTINATION ONTARIO MARKETPLACE

On November 7-8, 2004 the Destination Ontario Marketplace will be held at the Sheraton Centre, Toronto. This marketplace brings together approximately 100 domestic and U.S tour operators, as well as, receptive tour operators dealing with overseas markets to meet suppliers of travel product in Ontario. These buyers represent millions of dollars of group and FIT business for Ontario. Registration is $995 for non-OMCA members and $795 for Ontario Motor Coach Association members. With OMCA and OTMPC partnering in this program, OMCA has offered Ontario suppliers a special offer to join with no initiation fee for 2004. For more information and membership kits, please contact Ann Belmamoun at OMCA (416) 229-6622 x 223 or **ann@omca.com**

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CREATE YOUR OWN "COUNTRYSIDE" ADVENTURE !

Thanks to OTMPC's Town and Country Committee, planning a holiday, weekend getaway or day trip in Ontario is now easier than ever. Travelers have access to easy-to-buy regional theatre, wine and culinary, heritage, romance, and spa packages available in a selection of charming villages across Ontario on our **NEW** web site **http://www.ontariotownandcountry.ca** These vacation experiences have been developed by OTMPC's alliances - *Just the Ticket, Journeys of Discovery, Savour Ontario* and *Ontario's Finest Inns.*

Create your own year-round travel itinerary, save it for future reference, add to, or change it, and pass it on to your friends ! It's just so easy...and be sure to look up seasonal offerings from our "Ideas List". Since its hosting began late April, the site has had over 76,000 visitors. The Town

MORE INFORMATION

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CREATE YOUR OWN "COUNTRYSIDE" ADVENTURE ! (continued)

and Country Committee is currently gathering further research and identifying those memorable communities across Ontario that are true tourism demand generators. Discussions will be undertaken with the broader industry this Fall. The site will be officially launched in Spring 2005 incorporating industry and research findings.

MORE INFORMATION

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TOURISM REVITALIZATION PROGRAM

The Tourism Revitalization Office (TRO) continues to review incoming projects. Event Marketing and Destination Marketing projects have recently been approved from the following areas of the province: Niagara Region, Greater Toronto Area, Sarnia and Stratford.

Now is the time to begin submitting proposals for the upcoming Winter/Spring seasons. With the new guidelines for the Tourism Revitalization Program, projects can now include up to 20% in Eligible Sales Fulfillment costs. For more information regarding funding and eligibility criteria, please call 416-212-6754 or direct e-mails to tourismrevitalization@mtr.gov.on.ca

For more information about Tourism and Economic Revitalization in Ontario please go to: **http://www.tourism.gov.on.ca/english/about/revitalization.htm** for full program criteria and guidelines.

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HAVE YOUR SAY!

Please direct feedback and comments regarding *Marketing Update* to Marie Hewak, OTMPC Corporate Communications

To update your company emails or fax information, contact Brynda Browning, Partnership Development and Sales Assistant at 416-314-6314 Fax: 416-314-6976 or email: brynda.browning@mtr.gov.on.ca If you are requesting changes to our distribution list, please provide both the old and new information.

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